CloudHealth: The Most Trusted Cloud Management Platform

Help Customers Save an Average of 25% in Cloud Costs Every Month

WHO IS CLOUDHEALTH FOR?

- Finance teams
- IT Ops / Tech Ops / Cloud Ops teams
- Engineering / App Dev teams
- Enterprise Architect teams

As customers continue adopting the public cloud, they are presented with the choice between managing their own infrastructure or leveraging a Managed Service Provider (MSP) to act as a trusted guide to make their cloud journey successful.

CloudHealth is the leading multi-cloud management platform designed to drive increasing business value at every stage of the cloud journey. Leveraged by some of the largest cloud consumers in the world, the platform manages more than $10B in cloud spend annually across end users and partners. A significant portion of the CloudHealth customer base is driven through channel partners.

Customers no longer want individual tools for each cloud provider; instead they expect MSPs to build and deliver cloud-agnostic offerings, from migration through optimization. MSPs then face the challenge of providing differentiated value to their customers while keeping up with evolving technology and managing multiple customer tenants.

CloudHealth supports customers looking to leverage all leading public and hybrid cloud providers, and on average helps them achieve 25% monthly cost savings. CloudHealth's vast experience working with customers and strategic partners has established it as 'the most trusted software platform used to accelerate business transformation in the cloud.'

Research Study: State of the Cloud for MSPs

MSPs Expect:
Cloud offerings to drive a **40% increase in revenue growth** over the next two years.

| Cloud | Security | Data |

REPORTED MSP PRIORITIES

REPORTED MSP CHALLENGES

The Reality:
80% of MSPs say multi-cloud management challenges are **impacting their ability to provide services** to clients.

Managing gaps in employee training and skills

Finding and retaining customers

Source - **State of the Cloud for MSPs**: A study conducted by Forrester Consulting on behalf of CloudHealth, September 2019. Results based on a global survey of 245 cloud and managed services decision makers

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CHALLENGES

Challenges for Managed Service Providers (MSPs)*:

A September 2019 commissioned study by Forrester Consulting on behalf of CloudHealth by VMware, found that MSPs are beginning to enter Phase 2 of their multi-cloud journey, and they expect their cloud offerings to drive a 40% revenue increase over the next two years. However, while MSPs are aware of the needs of the modern tech buyer, they still face customer retention and skill gap challenges that prevent them from delivering solutions at their fullest value; nearly 80% of MSPs report that challenges with multi-cloud management are impacting their ability to provide services to clients. Some of these challenges include:

- Finding and retaining customers in a fast-paced environment
- Lack of awareness of cloud services, negatively impacting speed of adoption
- End customers wanting to buy from a marketplace
- Skills gap to continuously meet technology needs
- Selling to different industries and outside of geo
- Selling outside of certain customer sizes
- Selling to multinational organizations

End Customer Challenges:

- Low visibility, increased spend: Might overshoot their cloud budgets
- Inability to optimize cloud workloads
- Inefficient/ over-provisioned resources
- Implementing governance best practices
- Security and compliance

SOLUTION

MSPs use CloudHealth to manage and operate at scale, while extending their service portfolio. The CloudHealth Partner Platform is a multi-cloud console, which enables partners to:
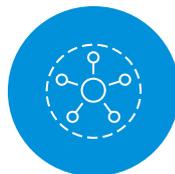
STREAMLINE BILLING   CENTRALIZE CUSTOMER MANAGEMENT   DRIVE PROFITABILITY

Streamline Billing:
- Easily scale billing operations while continuing to grow business
- Generate customer billing statements for AWS and Azure
- Create billing rules for custom charges and discounts
- Develop and leverage custom price books to manage unique pricing arrangements

> " CloudHealth's business lens into our environment gives us incredible visibility. The CloudHealth platform and team offered everything we needed to succeed and scale with each customer engagement."

RYAN MCDONALD
VICE PRESIDENT OF MANAGED SERVICES
10TH MAGNITUDE

Centralize Customer Management:
- Gain visibility and reporting across all customer tenants from one console
- Benefit from full multi-tenant isolation of customers
- Grant console access to customers as needed

Drive Profitability:
- Identify and take advantage of opportunities to increase profit margins
- Perfect internal processes to then implement as a best practice to customers
- Generate optimization recommendations for customers
- Take advantage of Reserved Instance arbitrage

| What's in it for Partners?	What's in it for End Customers?
• Centralized multi-cloud & hybrid environment support	• Save an average of 25% on monthly cloud spend
• Master payer management & automated customer statements	• Improve efficiency and reclaim hundreds of hours per year
• Simplified customer management – cross customer & per customer reporting with full multi-tenant isolation	• Business level groupings – report on public cloud, private cloud and data center costs by line of business
• Streamlined billing – can separate AWS & Azure pricing & set up billing rules for custom charges	• Drive accountability and improve collaboration with access to precise, granular data
• Defined policies, business groupings & customized reporting by functional business group for end customers	• Implement custom policies to automatically alert on or make changes to infrastructure
• Integrations with enhanced tools that prospects already use (Datadog, New Relic, Wavefront)	
• Partnership with CloudHealth team for customer demo, trial process and executive review	

Why use the CloudHealth Platform?

The CloudHealth Platform starts by ingesting data from whatever cloud platforms your end customers use today, as well as their containerized or data center environments. It will also connect and pull data from third-party tools used for application performance management, provisioning, configuration management, security management, etc., enabling the use of CloudHealth as the single source of truth for multi-cloud management across your entire portfolio.

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> " With CloudHealth, we have been able to deliver extraordinary customer value. We are empowered with the insights we need to drive business outcomes for our customers, no matter where they are in their cloud journey."

CLAUDIA COUZI
GENERAL MANAGER OF OPERATIONAL SERVICES
AC3

The platform ingests and aggregates all of this data into an integrated data layer that includes rich metadata. The CloudHealth Platform will then normalize across all of these assets and data to perform analysis on cost, usage, performance and security.
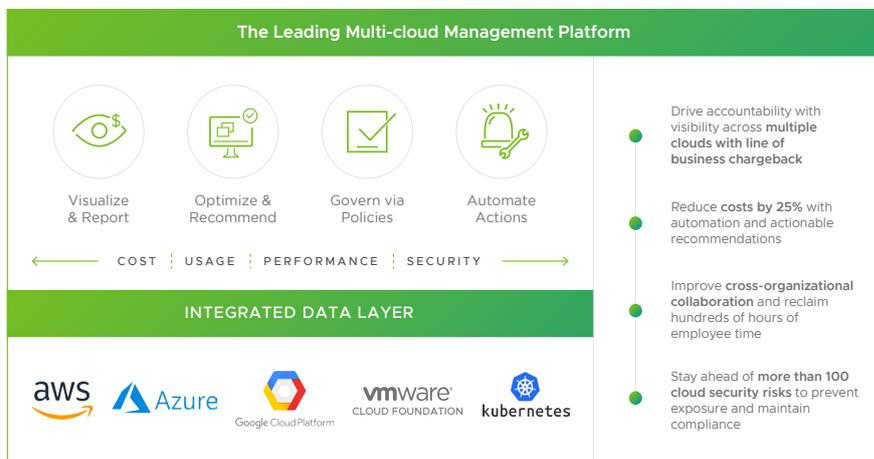
USE CASES

The CloudHealth platform acts as a single pane of glass to improve efficiency and governance of diverse ecosystems:

Migration Planning: Assess and model workloads for migration to the cloud of their choice. Get the total cost of ownership (TCO) for assets that are candidates for cloud migration.

Cost Management: Report on public cloud, private cloud and data center costs by cost center or line of business. Simplify budget tracking, reallocate charges to the appropriate business group, monitor increases in spend and find opportunities to lower cloud bills.

Rightsizing: Analyze usage and performance to ensure the right infrastructure to support workloads and get actionable recommendations for rightsizing under- or over-utilized infrastructure.

Reserved Instance (RI) Management: Manage the full lifecycle of RIs, from purchases, amortization and optimization, to modifications and automated policies, and be confident in the RI purchases they make and save time on the analysis.

Container Reporting: Get long-term, trended visibility into container resource utilization by service and team and identify opportunities for optimization. CloudHealth supports leading orchestrators including Kubernetes, Mesos, Amazon ECS and Amazon EKS.

Governance and Automation: Establish guardrails for the environment and create custom policies that automate daily cloud operations, speed decision making and reduce risk.

Security Compliance: Set up alerts for non-compliant accounts and assets to stay one step ahead of security issues and remediate violations with recommended actions and access to best practice documentation.

"Anybody can resell the cloud. It takes alignment of TRUSTED tools and expertise to not only optimize cloud costs, but to deliver real business value throughout every step of the cloud journey. That is why organizations worldwide are increasingly turning to the Smartronix CloudHealth partnership."

ERIC JERASA
MANAGER OF BUSINESS OPERATIONS
SMARTRONIX

REAL TIME INDUSTRY APPLICATIONS

EXAMPLE 1	EXAMPLE 2
Industry: IT Services	**Industry:** IT Services
Background: • Born in the cloud MSP • Microsoft Gold Partner & Azure Expert MSP • After extensive evaluation, selected CloudHealth for visibility in Azure and hybrid environments	**Background:** • Microsoft Partner for over 20 years • Helps customers meet infrastructure compliance, governance, and availibility requirements • Needed help powering their three levels of service
Results: • Optimizes deployments and **avoids cloud sprawl** • Implements **governance and security** best practices • Leverages CloudHealth platform & mapping kit to meet requirements of **Azure Expert MSP Audit**	**Results:** • CloudHealth provides custom report options to provide **visibility and insights** • Their first service tier is long term managed services focused on **cost management** powered by CloudHealth • Managed service offerings supported by CloudHealth provide **best practice reporting** and ROI recommendations

EXAMPLE 3	EXAMPLE 4
Industry: IT Services	**Industry:** IT Services
Background: • Launched the first cloud-based federal web property in 2009 • Recognized global leader in delivering and managing secure cloud services • Required a cost management and governance platform built for multi-cloud environments	**Background:** • AWS Premier Consulting Partner • Expertise in design, architecture, security and managed services • Hundreds of customers leveraging the CloudHealth platform globally
Results: • Partnered with CloudHealth based on **data integrity**, infrastructure stability, performance track record and **team expertise** • Multi-cloud customers now have a **consolidated view** into their cloud spend in near-real time • Customers benefit from **cost optimization** dashboards, recommendations, automation, and governance policies for **improved tagging**	**Results:** • Identifies inefficient use of cloud resources to **ensure smart growth** and architecture optimization • Provides important **security reporting**, reviews & recommendations • CloudHealth provides a platform to be part of the customer's **cloud journey, ecosystem & success**

" Our partnership with CloudHealth is a win-win situation, as the platform has enabled us to become trusted advisors for our customer's cloud costs and resources. This relationship has added more value to our services and greatly supports our customer's success."

DANNY LEV-RAN
EVP EMEA SALES
ALLCLOUD

Resources

CloudHealth by VMware commissioned Forrester Consulting to evaluate the challenges, obstacles and opportunities facing Managed Service Providers (MSPs) today, and how multi-cloud will impact their business strategies moving forward.

Study:

State of the Cloud for Managed Service Providers, A Forrester Consulting Study Commissioned by CloudHealth by VMware, September 2019